



VoiceVault Provides Mobile Drivers Ed and Defensive Driving Providers With a Strong Authentication Solution

>> Introduction

The global e-learning market is on the verge of explosive expansion, as evidenced by an anticipated compound annual growth rate of 7.6 percent from 2011 to 2016, leading to a valuation of \$50 billion in revenue.

While it's a time of tremendous market development, e-learning institutions are facing a tough challenge in the need to identify and eradicate fraudulent end-user activity. In the coming years, this will be a key differentiating factor for mobile learning enterprises.

One company that recently took a stand in the name of strong customer authentication is Aceable, a Texas-based mobile education provider whose application allows Texas residents to complete drivers ed or defensive driving, all through an app or home computer.

Aceable needed a cost-effective and reliable way to ensure its customers are in fact who they claim to be before they receive official course certifications.

"We want to hold ourselves to a high degree of integrity, and we wanted to make sure that our customers do, too," explained CEO Blake Garrett during a recent interview. "In order to accomplish this, we needed to put a mechanism in place that would allow us to meet the stringent set of state authentication requirements that are required in Texas."

>> Challenges

It was clear that the team needed to move beyond its existing authentication system of email addresses and passwords, since the method is outdated and easily susceptible to hacking.

Furthermore, the company needed a better way to ensure end-user identities during the sign-up phase. While Aceable uses a knowledge-based authentication system for older drivers with established credit and billing histories, it needed an advanced way to identify its young-er customers who lack an established data footprint.

These factors led the company to explore voice biometrics as a viable authentication solution. But not just any solution would do. Aceable needed to find a vendor whose product aligned with the business's mobile mindset. In other words, it had to be convenient enough for customers to use and capable of working with an application as opposed to merely operating over a Web browser.

The Aceable team also wanted access to a cutting-edge application program interface (API) that would make it easy for the team's developers to work with and perform updates. This was a major pain point for Aceable, which referred to stagnant vendor APIs as one of the biggest drawbacks to working with vendors in this space.

>> Solution

Aceable decided to partner with leading voice biometric identity provider VoiceVault, due in large part to the ease with which the vendor streamlines its customer-facing—and back-end—solutions.

Using VoiceVault's mobile solution, ViGo, for instance, end users now simply have to recite a phrase three to four times during the initial registration process, which they are then randomly asked to recite again throughout various points of the online course.

If the voice biometric engine verifies the end user's voice, the user is allowed to proceed throughout the course. If the engine finds a discrepancy, the user can still move forward but is only allowed two more errors. A fourth failure (out of 10 trials) will result in the user getting locked out of the course.

The company was also attracted to VoiceVault's cutting-edge software developer kit (SDK), which makes it easy for in-house software designers to perform updates and make critical changes.

"It was great to find a partner with an SDK we could easily implement and start running with very quickly," Garrett explained. "Quite frankly, we didn't even look at the other vendors in this space. It was pretty clear nobody else had a mobile solution like VoiceVault's."

Integration was a seamless process, and Aceable was quick to praise VoiceVault's readily available support team, as well as its sales team, which offered a flexible price structure based primarily on transactions.

Aceable described how, in one instance, one of Aceable's iOS developers encountered a snag during the initial implementation. The developer emailed support at VoiceVault, and a detailed response was given within 20 minutes. Here's the real kicker: Aceable was not even a VoiceVault customer yet.

"It was very, very impressive," explained Garrett. "They were super responsive."

Currently, Aceable is using VoiceVault's mobile solution, ViGo, in its Texas-based mobile driving certification applications, and has plans to roll out the product in other states at some point in the future.

>> Who We Are

VoiceVault is a voice biometric company with expertise in delivering identity verification solutions for mobile, on-device and telephony applications. VoiceVault is 100% focused on voice biometrics allowing us to lead the market in accuracy.

Voice biometrics is a method of identifying individuals by measuring their unique vocal characteristics. The approach relies on the simple fact that speaking is completely natural and effortless and that no two voices are exactly the same.

Our solutions enhance multi-factor authentication processes with *something you are - your voice*.

